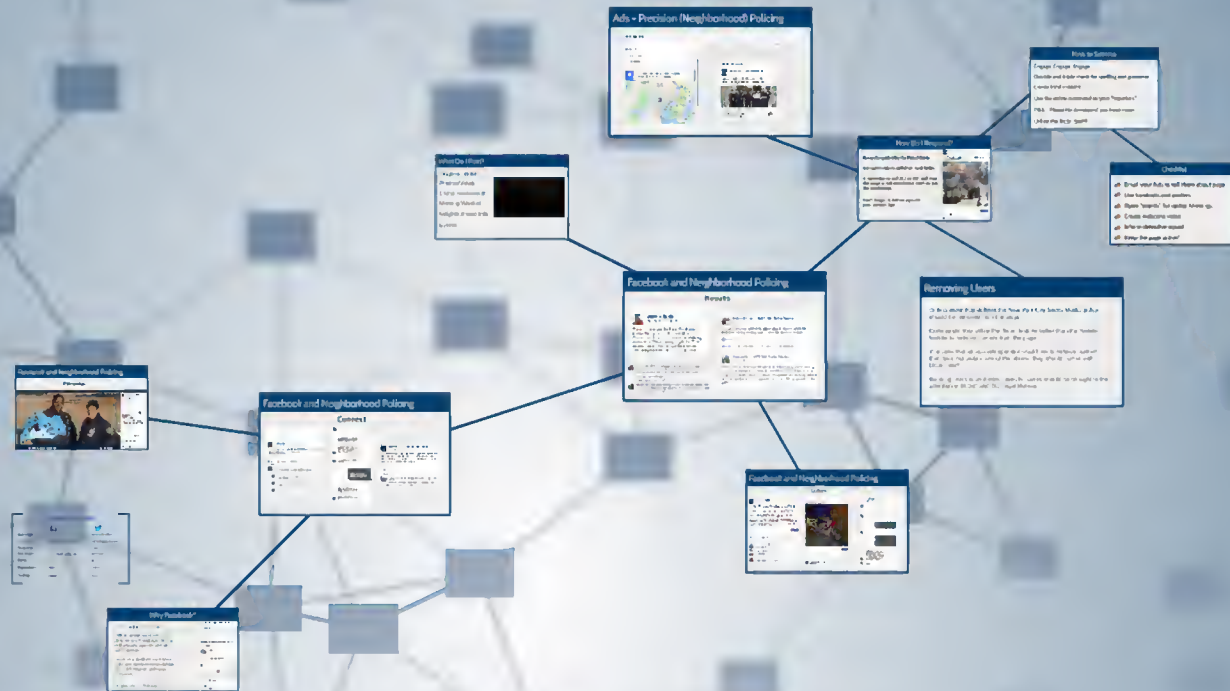


# Facebook Training

# Facebook Training



# Why Facebook?

Over 1 Billion DAILY users

79% of online users between 30 to 49 use Facebook, 56% of online users ages 65 and up use Facebook

Use it as a platform to connect, build and maintain relationships, share information and raise questions.

Neighborhood Policing 2.0!

Government Organization in New York, New York

4.4 ★★★★★ - Always Open

 Invite friends to like this Page

Welcome to the 9th Precinct's official Facebook page, serving the residents of the East Village in Manhattan.



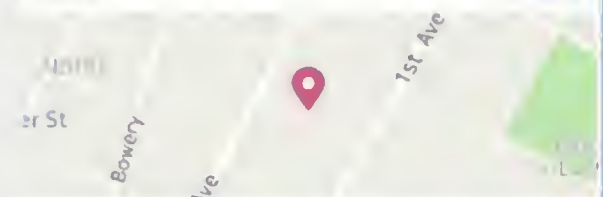
866 Likes  
Brian Dolan Downey and 12 other friends like this



73 people have been here

About

See All



321 East 5 Street  
New York, New York, NY 10003

(212) 477-7811

 Send Message

# Facebook vs. Twitter



Summary

Storytelling

Quick timely updates

Audience

79% of all US Internet users

23% of all US Internet users

Frequency

3-5 times a week

Several times a day

Post Length

1-2 paragraphs, several photos

140 characters, 4 photos

Events

Yes

No

Engagement

Heavy

Minimal

Hashtags

Minimal

Heavy

# Facebook and Neighborhood Policing

## Personal



101st Precinct Sector C

NYPD



NYPD 101st Police Precinct

Page Liked January 19 Edited

Meet Officers Janelle Flemens and Jamaal Arthur

A 12 year veteran of the 101st precinct, Officer Flemens was delighted to be chosen as a Neighborhood Coordination Officer in the community she loves. "The 101 is my second home—I love it here, everyone in precinct knows who I am," said Flemens. She began her career as a Corrections Officer with the NYDOC but decided to join the NYPD so she could interact with the community. She encourages all sorts of community interactions. "We can always be reached by email—or just stop by and say hello. We'll accommodate anyone," she said.

You can contact her  
JANELLE.FLEMENS@nypd.org

Officer Arthur has been a Police Officer for 13 years, ten of which he spent in the 101st precinct. He loves being a Neighborhood Coordination Officer and how the community has embraced the program. "It's a great way to give back to the community and a great way to reward the future cops who get assigned to the 101st precinct," he says. He was inspired by his father to follow in his footsteps and become a second generation Police Officer. In his free time he enjoys spending time with his family and especially playing video games with his father.

You can contact him: JAMAAL.ARTHUR@nypd.org

Like Comment Share

3



Write a comment



# Facebook and Neighborhood Policing

## Listen



### NYPD 34th Police Precinct

Published by NY PD (?) · April 5 ·

Good afternoon, The 34th Precinct has been informed of an incident that occurred on West 215 Street Steps last week. We have reviewed video provided by a resident of Park Terrace. Although the person was not assaulted, it is a troubling and unfortunate situation. However, I'm glad to inform you that earlier today we apprehended this individual and he is currently receiving medical attention. We have also contacted our Homeless Outreach Unit to ensure this individual receives the proper services needed and that we can move forward on correcting this troubling situation and improving the quality of life of our residents. Thank you for bringing this to my attention and I look forward to seeing you at our next meeting. Have a Blessed day

3,854 people reached

Boost Post

Like Comment Share

Mano Medina and 160 others

Chronological

2 shares



Andrea Torregrossa Good

Like Reply Message April 5 at 4:48pm



Garrance McFearson

Like Reply Message April 5 at 5:39pm



Rosi Santana Great

Like Reply Message April 5 at 5:40pm



Nancy Preston Thank!

Like Reply Message April 5 at 6:07pm



CM Lerdo Thank you and bless you and your entire command.

speeding through our streets. Since these bikes are not legal in NYC, please let us know of any storage locations that you see. We'll take it from there.

-Deputy Inspector Chris Morello



7,864 people reached

Boost Post

Like Comment Share

Danielle Lopez, Ubaldo Quiroz and 106 others

Chronological

2 shares



Chris Francis The outside parking lot at Broadway and Nagle behind the cashier "shack"

Like Reply Message 1 February 23 at 11:37am

Please Patm Dunbar Apt there are no cops this neighborhood we need help with the drugs dealers who smoke and shoot up in the buildings especially 2816 8th ave bldg 4 Please please help it is so bad

Please we need help at 2816 Frederick Douglas Blvd they sell drugs in the hallways building 4

Thank you for this information. I will have the proper Sector come to this location. At what time during the day do you feel this occurs at?

Sent by Mike Baker (?)

In the day time around 10am

I will relay this information to my unit and will try our best to fix this problem.

Is there a contact number that the officer's can reach you on? When they come by the location to speak with you for further information?

Sent by Mike Baker (?)

I'm going to give you my cell and my neighbor Maria and we will try and give you all the information we have. I worked in the warrant division as a poa for 12 years so this is why I'm trying to do this the correct way my cell is [REDACTED] Maria's is [REDACTED]

Thank you



## NYPD 34th Police Precinct

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Like



Comment



Share



Mario Medina and 160 others

Chronological ▾

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there.

-Deputy Inspector C



7,884 people reached



Like



Comm



Darielle Lopez, U

2 shares



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in the hallways buil

In the day time arou

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Boost Post

Chronological ▾

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Maria's is

Thank you

# Facebook and Neighborhood Policing

## Connect



**Patty Dolougherty** · NYPD 34th Precinct

February 22 · 🌐

Can anyone tell me what went on last night/early morning on the corner of 218th and Seaman? Police cars, sounded like gun shots and someone in handcuffs?

1 Comment · ⌵

👍 Like    💬 Comment    ➦ Share

💬 Message

Chronological · ⌵



**NYPD 34th Precinct** We apprehended a suspect who had been driving around in a stolen vehicle. No gun fire, perhaps cars back firing

Like Reply · Commented on by Reymundo Mundo · 🌐 February 22 at 1:29pm

**Patty Dolougherty** Thank You! for being there and keeping me safe!! I really appreciate it!

Like Reply · 1 February 22 at 1:31pm



**NYPD 34th Precinct** Our pleasure, be well

Like Reply · Commented on by Reymundo Mundo · 🌐 February 22 at 1:43pm



Write a reply



**Jay Lee**  
View Profile

Actions · ⌵

Since I have called over 70 times in the past 3 days and nobody answers the phone... maybe this will work

I was involved in an accident over a week ago. 2 of your officers responded. The accident report is still not finalized. The report number is [REDACTED]



Please call me at [REDACTED] Thank you



Still not finalized. Still not answering the phone

Mr. Jay Lee, it was a pleasure speaking with you today. We apologize for the delay in our response. As stated in our conversation, the report has been approved and is ready for pick up. Have a great day!

Sent by Hootsuite (🌐)

is this about thanks? · Yes · No



Thank you, so much. I really appreciate the call. While I have your attention, I'd like to let you know how great Officer Herrera and Officer Jones were when responding to the accident. The pinnacle of professionalism and courtesy. Thank you



**Patrick Bradley** · NYPD 34th Police Precinct

April 21 · New York · 🌐

I was informed that a rent check which I deposited at a mailbox at Hillside Ave and Sickles St was stolen and fraudulently cashed by one "Armando Aguilera" (a common name, I'm sure). How can I file a report/have this investigated? Thank You!

1 Comment

👍 Like    💬 Comment    ➦ Share

💬 Message

Chronological · ⌵



**NYPD 34th Police Precinct** Good afternoon Mr. Bradley, please stop by the 34th Precinct with the canceled check and any supporting documentation from your bank and we will prepare a police report.

Like Reply · Commented on by NY PD I? · April 22 at 2:48pm



**Patty Doloughty** ▸ NYPD 34th Precinct

February 22 · 🌐

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1 Comment



Like



Comment



Share

Chronological ▾



Message



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Like · Reply · 👍 1 · February 22 at 1:31pm



**NYPD 34th Precinct** Our pleasure, be well.

Like · Reply · Commented on by Reymundo Mundo [?] · February 22 at 1:43pm



Write a reply...





**Jay Lee**  
View Profile

Actions ▾

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Is this about thanks? Yes No

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**Patrick Bradley** ▸

April 21 · New York ·

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👍 Like

💬 Comment

✉ Message



**NYPD 34th Police Precinct**

the 34th Precinct with the documentation from you

Like Reply Comment



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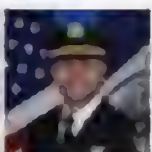
👍 Like

💬 Comment

➦ Share

Chronological ▼

💬 Message



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Like · Reply · Commented on by NY PD (?) · April 22 at 2:48pm

# Facebook and Neighborhood Policing

## Results



**Valerie Ferguson**

April 10 at 7:21am

Thank you thank you thank you! Thank you for posting this page and making an initiative to Connect back to the community and establishing relationships. This is one way to gain that Trust between one another. Let's get back to times when everyone knew the "Cop on the corner"



**Christa Baur O'Brien** I really appreciate this page. And my appreciation comes equally from seeing officers interact with the community and from knowing more about what's being thwarted in the neighborhood.

Keep up the good work guys!!

Unlike Reply Message 2 July 16, 2015 at 9:16am



**Marilyn Doof** I really enjoy reading about the actions of the officers of the 34th. Caring and competent professionals. That's a wonderful combination.

Unlike Reply Message 1 July 16, 2015 at 9:27am



**Barbara Frazier** ▸ NYPD 34th Police Precinct

May 10

Overall the inwood community appreciates the recent ticketing of motorists running the stop sign at 218th and seaman. Kudos!



NYPD 34th Police Precinct



Like



Comment



Share



Message



**Bruce Jaffe** ▸ NYPD 34th Police Precinct

May 10

Many thanks to the officer who yesterday was ticketing drivers blowing through the intersection of Seaman Avenue and 218th Street without stopping at the stop sign. I'm sure all of us pedestrians and dog walkers who use that intersection appreciate it very much! Hope you will do this often.

# What Do I Post?

Original content

Photos/Video

Crime Prevention

Missing/Wanted

Neighborhood Info

Events



# How Do I Respond?

**Always be guided by the Patrol Guide**

**Connect residents with their local NCOs**

**A reminder to call 311 or 911 and that the page is not monitored 24/7, as per the disclaimer.**

**Don't forget to follow up with your victory lap!**



NYPD 9th Precinct added 2 new photos

Published by Vinny Greany · March 30

Our Neighborhood Coordination Officers and the Department of Homeless services cleaned up a problem spot on Avenue A. Thanks for your patience. Thank you for continuing to work with us



367 people reached

Boost Post

Like

Comment

Share

Alex Cabral, Yael Bar-tur and 11 others

Chronological

# Keys to Success

**Engage, Engage, Engage**

**Double and triple check for spelling and grammar**

**Create local content**

**Use the entire command as your "reporters"**

**PNA - Please No Acronyms! you have room**

**Utilize the DCSC Staff!**

# Checklist

- 👍 Email your lists to tell them about page
- 👍 Use handouts and posters
- 👍 Open "events" for sector meetings
- 👍 Create welcome video
- 👍 Inform detective squad
- 👍 Keep the page active!

# Removing Users

Only content that violates the New York City Social Media policy should be removed from the page.

Commands may utilize the “hide” feature rather than the “delete” feature to remove content from the page.

In a case that an account operator would like to remove content that does not violate any of the above, they should confer with DCSC staff.

Banning users is prohibited; specific cases should be brought to the attention of DCSC and DC Legal Bureau.

# Ads - Precision (Neighborhood) Policing

## Promote Page

### Locations

United States

📍 10029

Add locations



Your audience location has been changed from New York to 10029. [Undo Change](#)



DESKTOP NEWS FEED

MOBILE NEWS FEED

RIGHT COLUMN

### Suggested Page



**NYPD 23rd Police Precinct**

Sponsored

Welcome to the 23rd Precinct's official Facebook page, serving the residents of East...



NYPD 23rd Police Precinct  
Government Organization  
214 people like this.



# Facebook Training

# Facebook vs. Twitter



Summary

Storytelling

Quick timely updates

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23% of all US Internet users

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